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# Extension Service Review



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A 4-H CLUB GIRL HAPPILY OCCUPIED IN HER GARDEN

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UNITED STATES DEPARTMENT OF AGRICULTURE  
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## In This Issue

**WHAT DO THE Hoover Dam and the Boulder Canyon project mean to western agriculture?** That's the question that Director C. W. Creel of Nevada answers in a vivid and fascinating word picture. Through his eyes we see coming out of this enterprise new wealth, greater population, and a vastly larger market for the products from the farms and ranges of the Western States.



**WHAT ARE extension agents doing to aid farmers and their families in augmenting their sources of income?** The home-demonstration agents reply this month. Last year in North Carolina, with their assistance, farm women received \$236,517 in sales through curb markets, car-lot shipments, and individual sales. In South Carolina farm women sold \$293,738 worth of surplus garden, orchard, and poultry products. Ten markets in Illinois sold more than \$110,000 worth of products for the women running them. So it goes. The total of such sales for the whole country for 1931 isn't available as yet, but it will be something to talk about when we do have it.

**"It's NOT always that the work of a county agent can be measured in terms of dollars and cents return to the individual farmer,"** says W. A. Lloyd, and then proceeds to set out the remarkable showing made by Y. Baron Goto, county agent in Hawaii County, Hawaii. Mr. Lloyd shows item by item how Agent Goto netted last year a saving of \$182,500 for the coffee farmers of his territory. Put *that* in your pipe and smoke it.



**SETTING UP an egg auction organization** was the answer egg producers of Bucks County, Pa., made to their marketing difficulties. H. N. Reist and C. O. Dossin, State marketing and poultry specialists, respectively, cooperated closely with County Agent N. F. Greenawalt in aiding the producers to organize the auction and

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operate it on a business like basis. The 141 members of this cooperative group are now selling 450 to 500 cases a week in this way.

**PETTIS COUNTY, MO.,** recently celebrated its twentieth anniversary of extension work. All of the four former agents of the county were present and joined with Mrs. Claire L. Montgomery, home-demonstration agent, E. E. Brasfield, county agricultural agent, and the people of the county in observing the anniversary.



## On the Calendar

**THE American Society of Agricultural Engineers** will hold its twenty-seventh annual meeting at Columbus, Ohio, June 20-22. Conferences of research and extension agricultural engineers will precede the general convention.

**THE twenty-fifth annual meeting of the American Home Economics Association** will be held in Atlanta, Ga., June 20 to 25, inclusive.

**THE Sixth National Boys' and Girls' 4-H Club Camp** is scheduled for June 15 to 21, inclusive. It will be held, as previous camps were, on the grounds of the U. S. Department of Agriculture, in Washington, D. C.

**THE POPULATION of Clarendon County, S. C.,** depends almost entirely on agriculture for its living. A farmers' market bureau, organized in the county in 1923, now handles more than \$100,000 worth of farm produce. That's one of a number of things that County Agent F. M. Rast has aided the farmers and business men of his county in doing in the effort to increase the county's volume of profitable business.



**KENTUCKY** seeks to bring especial assistance to young men and women on the farms between 20 and 30 years of age. This is a group that has been left somewhat out of extension reckoning in the past. It has fallen between the intensive effort with boys and girls, 10 to 20 years of age, and that carried on with farmers and farm women of maturity, who have been for some time running their own farms and households. Utopian Clubs, as they are called, have been organized for this group in 12 of Kentucky's counties with 167 young men and 176 young women enrolled at the present time. It's an experiment worth watching.

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C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

REUBEN BRIGHAM, Editor



# Extension Service Review

VOL. 3

WASHINGTON, D. C., MAY, 1932

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## Women Market Farm and Home Products

**F**ARM AND HOME produce marketed by women is reaching an imposing figure in spite of a generally decreased consumer purchasing power. Last year women in North Carolina received \$236,517.68 from market sales through curb markets, car-lot shipments, and individual sales. In South Carolina 45 out of 46 counties carried on a marketing project which assisted 17,481 persons in selling \$293,738.04 worth of surplus farm garden, orchard, and poultry products. Seventy-three of these women sold more than an average of \$50 per month. The 10 markets in Illinois sold more than \$110,000 worth of produce, and markets in Tennessee brought in \$5,114.06. The latest tabulated figures for the country as a whole are for the year 1930, when 38,894 women sold products valued at \$1,707,515, according to the annual reports of that year. These markets have been organized and carried on with the help of county extension agents, whose reports give a picture of the size and importance of this work.

### Curb Markets

Curb markets are the most common and simplest form of cooperative marketing organization. These markets are usually open one, two, or three days a week at specified hours. A charge of about 5 per cent of sales is charged to cover operating costs, and often a manager is paid to be in charge. The amount of grading and standardizing done varies greatly but usually is rather simple. In some markets an attempt is made to keep prices uniform and in accordance with prevailing market prices, while in others there is no check on price. The women in some markets sell their own produce whereas in others the goods to be sold

are pooled, graded, and checked and the women are assigned to designated counters to sell the goods.

The best sellers on the curb market seem to be poultry and eggs. Other items selling well are butter, cheese,

of their sales. In the Darlington, S. C., market the women adopted white Hoover aprons as uniforms and found the duplicate slip system of great benefit in their bookkeeping. Fourteen of the women contributing to this market signed con-

tracts to put up a soup mixture. Five thousand cans were bought in the county and sold to the women at cost. This gave 87 cases of a standard product for the market labeled with the South Carolina label and scored by the marketing specialist from the college. The product scored between 89 and 97. The women of the Goldsboro, N. C., market have made arrangements with the county board of health to inspect the sanitary conditions on the farms, and each woman seller displays a card certifying that the product was prepared under sanitary conditions.



The owner of a tourist home in Hampshire County, W. Va., knows just what is happening in her business each day

baked goods, preserved and canned goods, flowers, cured meats, and fresh fruits and vegetables.

When the market in a temporary location is successful, the next step is a permanent and convenient place to hold it. The permanent home has been financed in some places through an accumulation of a surplus in commissions, by gifts from the city council, the Rotary or Kiwanis Club, or by a special levy on sellers. Sometimes, such equipment as scales, tables, twine, paper cartons, bags, ice and refrigerators, and glass show cases are added to better display the goods and make selling more efficient. These markets are advertised in the local papers, and leaflets describing the market are sometimes printed and distributed. The Spartanburg, S. C., market featured a number of special days such as daffodil day, Easter market, and Christmas market to increase the volume

### Home Industries

Among the better organized markets are the Mountain State Home Industries Shops of West Virginia. There are now five of these shops in different cities of the State which did \$50,000 worth of business in 1930. Each one is managed by a county chairman of home industries work and has a paid manager who devotes her time to selling in the shop. An executive committee aids in establishing standards for the produce and in finding new producers and patrons. They plan to always have a supply of certain staple articles on hand which the regular sellers contract to bring in.

This organization also encourages the production of certain standard goods under the Mountain State brand. Their specialty is Mountain State blackberry jam which has been developed from a standard recipe. Each woman wishing



to use the brand sends in a sample to be scored by the specialist from the college. If it scores 90 points or more she can sell the product under the Mountain State brand label. Schools and demonstrations are held throughout the State to teach women how to make these standard products which they want to market.

### *Handicraft Articles*

In some counties women have been especially successful in marketing articles of handicraft such as hooked rugs and pine-needle baskets. Women of Hamilton County, Tenn., sell between \$4,000 and \$6,000 worth of hooked rugs each year. They make a definite effort to keep these rugs of standard quality of workmanship and design and they have always been able to sell as many as they could make. The same dyes are used by all cooperators so that a rug can be ordered by sample colors and will always prove to be the same color as ordered. Last year four demonstrations in rug making were held in different parts of the county in order to keep up the quality of rugs offered for sale and also to secure more cooperators. These demonstrations were attended by 47 women and girls.

### *Pine-Needle Baskets*

In Clay County, Ala., the women have made and sold \$30,000 worth of pine-needle baskets within the last four or five years. At first, these baskets were marketed through the women's clubs in near-by cities, the women's clubs of Birmingham, Ala., being the first to become interested. The Clay County basket makers employed two of these women to introduce the product to department stores and gift shops in a number of eastern cities, and they were very successful in doing this. A woman was also employed to help pack and ship the baskets. These women cater especially to holiday trade.



A home demonstration shop, Lake County, Fla.

Another form of cooperative marketing which is proving successful is the assembling of poultry and eggs at some central point for shipping in carload lots. Poultry is shipped both alive and dressed and is usually graded and packed at the shipping point. Car-lot shipping to wholesalers is especially well organized in Louisiana and North Carolina. In Beaufort County, N. C., 375 women in 25 communities participated in the sale of poultry. Cars came about every two weeks, making several stops to gather up the birds. The returns from these sales in 1930 were \$11,184.29. The Louisiana Poultry Association, an organization of both men and women, helped in the marketing of poultry and eggs. The association makes shipments at monthly and other stated times from different points. At these points the produce is examined, sorted, weighed, and crated. A New Orleans firm contracts with the association for all the poultry and infertile eggs available. Shippers can expect a regular market, and they know the price in advance, as they are paid as they crate the birds.

Another interesting form of cooperation is found in the Mountain State Tourist Homes of West Virginia. Last year 14 women agreed to maintain certain standards in regard to beds, food, cleanliness and sanitation, and to display a uniform Mountain State Tourist Home sign. They entertained approximately 4,000 tourists during the past season and have been so successful that 20 or 30 others are planning to become Mountain State Tourist Homes. The standards are kept up by thorough and regular inspections.

### *Coffee Shops*

A new development in these cooperative markets is the opening of coffee shops. These are usually held in connection with a well-established market and are an outgrowth of the market. All kinds of cooked fresh foods, baked goods, and canned and preserved goods are sold in these coffee shops with lunches and dinners a specialty. Sometimes the coffee shop is open only on market days and sometimes it is open every day even though the regular market is closed.



A home demonstration club market, Wayne County, N. C., and a roadside market for cooked foods, York County, Me.



# What the Hoover Dam and Boulder Canyon Project Mean to Western Agriculture

CECIL W. CREEL

Director, Nevada Extension Service

**T**HE SOUTHERN Nevada desert bordering the Colorado River, for years visited only by the occasional prospector or tourist, has been the scene of great activity during the past 14 months. In this short space of time, Boulder City, a model community, has been built by the United States Reclamation Service to house 5,000 people, while a newly completed Government railroad and paved highway lead to Black Canyon, 6 miles away, where 3,500 men are now at work preparing for the erection of the highest structure of its kind in the world—the Hoover Dam.

Although preliminary construction work is already a half year in advance of schedule, many months of work are still ahead before the dam itself can be started. The four great tunnels, 50 feet in diameter and nearly a mile in length, driven through the canyon walls, two on the Arizona side and two on the Nevada side of the river, while already nearly completed, still must be lined with cement before they are ready to perform the work of diverting the stream from its accustomed channel, then upper and lower cofferdams must be built to confine the river to the tunnels and dry the former river bed at the site of the great structure.

With an extent of 650 feet at its base, and a width of 950 feet from canyon wall to canyon wall, the Hoover Dam, when it is finally completed in 1938, will tower 727 feet above bedrock and 582 feet above the present river surface. The immense reservoir back of the dam will be 115 miles in length, covering 145,000 acres of land in Arizona and Nevada.

## *Publicly Owned Land*

Of this great area, all is publicly owned and withdrawn from entry with the exception of a few scattered mining entries and some 12,000 acres of agricultural and grazing lands, which must be purchased by the Government. The towns of Kaolin and St. Thomas, Nev., together with adjacent farms and ranches, are destined to be under from 25 to 100 feet of water, and, consequently, must be abandoned, their inhabitants being compelled to seek other homes in the West.

This loss of agricultural lands in Nevada is small, however, in comparison with the immense areas in Arizona and California which can eventually be

brought under cultivation through the use of the stored water from the reservoir.

Lands in Arizona include the Parker-Gila Valley project in the southwestern part of the State with a gross area of more than 600,000 acres, an investigation of which was authorized by Congress under the terms of the Boulder Canyon project act; the Parker project of about 116,000 acres, near Parker; Mohave Valley, which has an irrigable area of nearly 33,000 acres across the river from Needles, Calif., and the Cibola Valley with 16,000 acres in Yuma County. The Yuma project has about 55,000 acres irrigated at the present time, and a total ultimate irrigable area of 112,000 acres, including about 45,000 acres of undeveloped mesa lands.

In California, the All-American Canal, which will be constructed from the Colorado River to the Imperial Valley, is to be a part of the Boulder Canyon project. To be built at a cost of \$38,500,000, it will increase the irrigable area of the valley from 515,000 to 800,000 acres. The Coachella Valley has an irrigable area of 72,000 acres, which can be served by a branch of the All-American Canal. The Palo Verde Valley furnishes an additional 79,000 acres also susceptible of gravity irrigation from the Colorado.

## *Reclamation by Pumping*

While Nevada has but a few thousand acres which can be irrigated from the Colorado River by gravity, there are large additional acreages in the southern end of the State susceptible of reclamation by pumping. Among these are the Las Vegas Valley, and directly north of Needles, Calif., the Searchlight Valley. Other southern Nevada valleys susceptible of reclamation by pumping ground waters include the Amargosa, Indian Springs, Pahrump, and Pahranaagat Valleys.

It will thus be seen that the Boulder Canyon Reservoir will store sufficient waters to reclaim nearly 2,000,000 acres of new lands at some future date, when economic conditions and growth of population make necessary this increase in our agricultural area.

In addition to its value for irrigation, the great reservoir will forever check the disastrous floods which have, in past years, swept down the Colorado, threatening destruction to the Imperial Valley.

An outstanding feature of the Boulder Canyon project will be the great hydro-

electric plants at Hoover Dam, capable of generating over 1,000,000 horsepower or nearly twice the amount of electrical energy produced by Niagara Falls, N. Y. Contracts for the sale of this power insure payment to the United States Government of the cost of the dam and power plant, together with interest, within a period of 50 years.

## *Industrial Communities*

Farmers and livestock producers of southern Nevada, southern Utah, southern California, and northern Arizona have, for the past several years, been looking forward eagerly to the time when work would start on the Boulder Canyon project, knowing that the industrial communities to be created at Boulder City and Las Vegas would furnish excellent near-by markets for their products. With the utilization for manufacturing and refining purposes of large quantities of power at or near the dam site it seems certain that the new industrial population in southern Nevada will not only remain after the dam is completed but will continue to grow, thereby furnishing a steadily increasing market for the crops and livestock of the near-by agricultural districts.

With the power lines radiating in all directions from the dam to the mining camps and industrial centers of the four States, agricultural communities will find little difficulty in tapping these lines, thus making available cheap electrical power for their homes and ranches.

The benefits just mentioned are of a necessity limited to the few thousand farmers and stockmen living within a radius of 300 miles of the dam. "In what way, if any, will the building of the Hoover Dam benefit the Oregon dairyman, the Idaho potato grower, the Washington poultryman, the Montana cattleman, or the New Mexico sheepman?" Everyone of these producers will be benefited through the stimulus to the population growth which the Boulder Canyon project will give the entire Southwest, more particularly the south Pacific coast cities.

## *Food Being Exported*

Each of the 11 Western States is now shipping foodstuffs to southern California and will continue to do so in steadily increasing amounts, if the rapid growth of population continues. It is

(Continued on page 63)



## Kentucky Clubs for Older Boys and Girls



Officers of the Kentucky Utopia Club for young men and women above 4-H club age. From left to right, Ruth Snider, president; Edwin Miller, vice president; and Elizabeth Limeback, secretary

**T**HE UTOPIA CLUBS of Kentucky have come through their first year with colors flying. There are 167 young men and 176 young women organized in 12 counties, all enthusiastic about their club and their project. The age of this group is generally from 19 to 25, though there is one very active member 34 years of age. The upper age limit depends upon the local club and local conditions. The purpose of the club is fourfold—edu-

cational, vocational, economic, and social. By organizing extension work for this particular group, the members are taught to work cooperatively for mutual helpfulness and to study the better practices of agriculture and home economics.

Special effort was made to interest the young men in some specialty to conduct along with general farming, such as dairying, purebred flocks, certified seed production, or small fruit growing. The projects were outlined and supervised by the State specialists and planned as result demonstrations. Some idea of the scope of the work undertaken can be gained from the dairy-herd-management project in which each member owned five registered females, two of which were in production; kept an accurate account of feed and production; grew at least one acre of legume for each animal and acted as leader for a 4-H dairy calf club or as leader in a regular extension project. Other projects, such as poultry management and room improvement, are worked up along similar lines. Boone, Taylor, Simpson, and Kenton Counties have had excellent results with their project work. Harry Rickerson of Taylor County reported a net profit of \$2 a hundred pounds on his ton-litter of 11 purebred Poland-China pigs. His litter weighed 2,175 pounds when 6 months old. This is his first experience in extension work. The Gallatin County Utopia Club put on several plays in their local communities and have been very successful in their social activities.

The goals for this year emphasize leadership, a study of rural economics

and sociology, help with the county 4-H clubs, better project work, and more Utopia clubs.

Though training for good farming and leadership is the primary object, some emphasis is placed on social and recreational activities. The State camp, educational and recreational tours, picnics, dramatics, parties, and athletics are given a place in the programs.

### The Country Child

They are privileged children who grow up on a farm. Practically the whole period of childhood to maturity is concerned with educational processes and growth. There is something about agriculture and country life that makes for sound foundations for practically any future superstructure.

Any consideration of the education and training of youth in rural areas must take into consideration at the outset the things inherent in and contributed by the farm and the open country itself. It is there that many of the great basic things of life are learned. As you sow, so shall you reap. Do men gather figs from thistles? By their fruits shall ye know them. The foxes have holes and the birds of the air have nests. In the sweat of thy face shalt thou eat bread.

From the time the country child is big enough to bring in the kitchen firewood, feed the chickens, and gather the eggs, to the day he drives the team at his father's plow or feeds into the thresher the gathered grain of the year, he is being educated and trained in the fundamentals and verities of life. To romp the fields with a dog and explore is an educational process, to rob a bumblebee's nest, or throw stones at a hornet's nest is to acquire knowledge. To know the ways of minnows in the creek and the fishes of the lake, to know the meaning of rain and frost and drought on crops and income, to know the names of plants and birds, the haunts of squirrels and muskrats and woodchucks, to know the silence of the night, the fields, and forests, is to grow in knowledge and to develop the soul. All these things are learned in more or less degree by the rural child not from teachers or books but from contact with things as they are. The things thus learned stick through life.—C. B. SMITH.

## Hoover Dam and Boulder Canyon

(Continued from page 67)

generally admitted that southern California, with its favorable climatic conditions, enormous oil reserves, and excellent water and rail transportation facilities, will continue to grow in population and expand in commerce and manufacturing, if the present limiting factor, lack of water, can be overcome. With the water resources of the neighboring mountains, coastal plain, and the Owens Valley already fully utilized, Los Angeles, Long Beach, Pasadena, San Diego, and neighboring cities are compelled to look eastward across the mountains to the Colorado River for any future increase in their water supply.

Hoover Dam, therefore, holds the key to the water situation in southern California, and through control of the water, control of the economic destinies of its flourishing cities. It is proposed that a portion of the flood waters of the Colorado River, now running to waste in the Gulf of California, be impounded in the Boulder Canyon Reservoir as a domestic water supply for the southern California cities. These waters will then be released and allowed to run down the river channel to a point near Parker, Ariz., where, with power supplied by Hoover Dam, they will be pumped across the mountains to the great coastal plain of southern California, there to create new wealth, greater population, and a larger market for the products from the farms and ranges of our Western States.



# Extension Pays Dividends in Hawaii

IT IS NOT always, perhaps not often, that the work of a county agent can be measured in terms of dollars and cents return to the individual farmer," observes W. A. Lloyd, regional agent in charge, Western Section, Office of Cooperative Extension Work. "Many of the results of extension work," continues Mr. Lloyd, "are intangible and in counties with a diversified system of farming it is often exceedingly difficult and usually impossible to give a monetary value to the help given any individual farmer."

In far-off Kona, on the island of Hawaii, Mr. Lloyd cites a remarkable example of extension work that can be measured approximately. In the area covered by this agent, Y. Baron Goto, there are approximately 1,000 farmers. Each of these farmers is growing coffee and his entire farm, usually not more than 5 to 10 acres, is completely occupied by coffee trees with barely sufficient area reserved on which to build a house.

## A Low Coffee Price

During the past 20 years the price of coffee has varied from \$4.50 to \$1.25 per hundredweight. The present low price is a result of the breaking of the Brazil coffee pool which forced down the world market. At the present price a coffee grower loses \$0.81 for each 100 pounds produced, as under present conditions it costs \$2.06 per 100 pounds to produce coffee. Coffee is the only source of income as the land occupied by the coffee trees, an old lava flow, is not adapted to any other system of farming. A serious situation existed and this story shows what one agent did in such an emergency.

First, the agent ascertained by an investigation of the books of one of the large coffee factors, that the price for picking coffee had been consistently \$1 per hundred regardless of the price of coffee. Through an organization of the growers effected by the agent and through conferences with the pickers, the price of picking was reduced to \$0.75 per hundred. This effected a saving of \$137,500.

Second, there are about 2,000 school children in the Kona schools. Now it happens that the school term coincides with the coffee-picking season. The agent interviewed the public-school authorities and suggested that school be adjourned for four weeks that the farmers might have the use of home labor in picking the coffee. After considerable negotiations the school authorities agreed

to adjourn the schools for three weeks. On an estimate that only one-half of the children picked coffee during these three weeks, there was a saving in wages to the farmers of \$20,000.

Third, coffee requires very high fertilization; as much as 2,000 pounds of high-grade fertilizer with a value of \$50 to \$75 per acre is necessary. Heretofore the fertilizer bags had been a waste. The county agent found that with slight changes these old fertilizer bags could be made to answer for coffee bags. New coffee bags cost 20 cents a piece. Seventy-five thousand fertilizer bags were salvaged. This effected a saving of \$15,000.

## Combating Rats

Fourth, the most serious pest in connection with coffee production is the annual devastation by rats. It had been conservatively estimated by growers that the annual depredation due to rats amounted to \$100,000 per year. Before the organization of the extension service there was no effort to prevent this loss. It was accepted as one of the incidents to growing coffee. The agent, in cooperation with the public schools and through boys' and girls' 4-H extension clubs, organized a rat-killing campaign. To finance this he asked his member in the Territorial Legislature at Honolulu to appropriate \$3,000 to pay bounties on rat tails. This was the most ridiculed bill in the legislature. The legislature laughed when it was introduced; all Honolulu laughed, all Hawaii laughed; but the legislators

took a trip over the Territory in connection with which they visited Kona and the county agent was ready for them. He was a member of the reception committee, and he had his automobile loaded with coffee branches damaged by the rats. He had figures and he showed the legislators what it was costing the coffee industry. He had some farmers present and they corroborated his testimony. The result was that when the legislators returned to Honolulu, the most ridiculed bill was passed without a dissenting vote by the legislators; but they hinged a provision in their act that for every dollar subscribed by the Territory, an offsetting dollar must be subscribed by the farmers, and this created another problem. The farmers had no money. To ask them for \$3,000 cash was impossible, but they had coffee and the county agent developed a plan whereby they agreed to put 40 pounds of coffee each in a pool to offset this rat fund. This coffee had a value equal to the appropriation made by the legislature. Then the county agent organized the boys and girls of the district and got to work. Rats were trapped, rats were poisoned, rats were shot, and some of them were run down and hit with a club, but altogether during the short campaign 25,000 rats were accounted for, and conservatively they would have destroyed not less than \$7,000 worth of coffee, and to this of course must be added the \$3,000 help secured from the legislature.

(Continued on page 70)



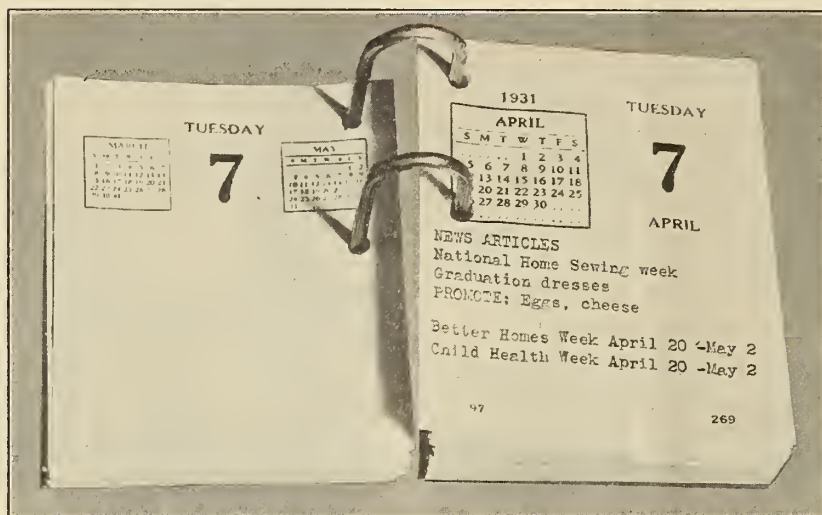
The young men's coffee club, Kona, Hawaii. Each young man has charge of 120 coffee trees, which he cares for under the direction of the county agent



# A Promotion Calendar Makes For Balanced Publicity

NORA M. HOTT

State Home Agent, Colorado Extension Service



JUST as a department store makes out its advertising and sales promotion calendar six months or a year in advance to make sure that each department receives its due share of advertising, and that opportunities for seasonal promotions such as football season, aquatic sports, pre-Lenten festivities are not overlooked, so the home demonstration agents of Colorado have their promotion and publicity calendar to insure that timely topics will not be neglected.

Small, but colorful desk calendars, an ornament to any office, were issued to home demonstration agents by members of the State staff at Christmas time. Each specialist and the State home agent typed in significant dates.

First of all, holidays were listed, such as Washington's Birthday, St. Valentine's Day, and Mother's Day. This is a reminder to the agent to include in her news notes suggestions for valentine parties or to issue programs for Mother's Day. Next the dates for national weeks were added, such as Better Homes Week,

National Music Week, May Day, Child Health Week, Home Sewing Week, National Cotton Week, and National Wool Week. An advanced announcement asserts "Now is the time to lay your plans for Better Homes Week."

Next, suggestions for timely topics were added by each specialist. "In the spring the air is laden with the perfume of violets and fresh gasoline," says the clothing specialist who goes on to suggest an article on dry cleaning, or perhaps she writes, "Now is the time to wage war on clothes moths." The nutrition specialist warns us to prepare now for our food needs next year, or through her suggestions for publicity she intrigues us into trying recipes for delectable dishes made of Colorado sun-ripened berries.

The horticulturist speaking of home beautification says, "In the spring a young gardener's fancy lightly turns to thoughts of love-in-a-mist, lemon lilies, lilacs," which is just a poetic way of stating that now is the time to give advice on the planting of shrubs and flow-

ers and for making plans for garden tours or flower shows.

The home management specialist brings us back to earth through her "Hints on house cleaning" and calls to our mind that as the long winter evenings are approaching "Why not start replenishing our bedding by making warm comforts of homegrown wool," or "Why not utilize discarded garments in attractive rugs which the home demonstration agent can teach you to make."

The calendars also are reminders of when reports, plans of work, and other routine matters are due.

After the State specialists have made out a calendar, the home demonstration agent inserts the dates of special importance in her own county. She makes a note when special publicity should be conducted on projects, on achievement days and other project activities. She also notes special days in the county, such as graduation, chamber of commerce luncheons, field meets, Apple Pie Day, strawberry festival, Apple Blossom Day, Cherry Pie Day, Autumnal Exposition, Pinto Bean Week, and other activities in which she cooperates.

Under this plan, agents have conducted very effective publicity in campaigns to boost Colorado products as well as special project publicity such as "Grow a home vegetable garden," "What 4-H club work really means," "Speed-up your sewing," and "Make your kitchen work easier." Home demonstration agents feel that the calendar has made a better balanced plan of publicity and has helped them to remember holidays and other special events. All agents report having made use of the suggestions contained in the calendar. One agent reports that a scrap book containing all clippings of informational items used in former years has proved invaluable. Home demonstration agents are further spurred to greater efforts by the informational contest conducted by the college editorial office for county extension workers.

## Extension Pays Dividends in Hawaii

(Continued from page 69)

Here is the total of \$182,500 of actual saving in hard cash that the coffee farmers of Kona have in their pockets because there was a county agent on the job. It amounts to \$182.50 for each farm in the district.

This was not all that this agent did in relation to the coffee industry. He is conducting tests in relation to fertilization; to cheapen, if possible, the fertilizer cost. He is conducting demonstrations in pruning and in the control of the black blight. Progress was made in all of these things but they are the kind of things that it is difficult to measure in terms of dollars and cents. The agent de-

voted about 90 per cent of his time to work with coffee and this percentage of his time meant many long days, and few holidays or Sundays. He did find time to organize and help conduct 16 boys' and girls' extension clubs with a total of 329 members, and brought through to completion 69 per cent. Four of these were coffee clubs, 9 were vegetable or garden clubs, 2 were poultry clubs, and 1 frog club.



# Twenty-One Years in Dallas County, Ala.



John Blake

JOHN BLAKE, of Dallas County, Ala., last month completed 21 years of service as county agent. From his years of experience he has this to say about his work:

"A farmer is no richer than the soil he cultivates. The bedrock of successful agriculture is a rich soil, therefore I have

given much time to soil building.

"The greatest progress has been made where we sell ideas to communities through their own leaders. This has come about by organization. After the program has been sold to leaders, ocular demonstrations are used to teach the lesson to others.

"A successful program depends on the cooperation of the business man and farmer. In Dallas County all friction has been gradually eliminated. Every civic club and the chamber of commerce are behind the work. Each of the three members of the county board of revenues is a farmer and member of the farm bureau.

"I firmly believe that the future of agriculture depends on the carrying out of the program of the extension service and farm bureau leaders. It is only through cooperation that we can progress, not only among farmers themselves, but between farmers, business men, bankers, and merchants." Extension work in Dallas County has consistently developed in accordance with these principles.

## Soil Improvement

To-day the entire South benefits from the pioneering work done in this county with winter legumes. One of its chief exponents is John Blake.

More Biloxi soybeans are planted than in any other county in the State. Its use of basic slag is the largest of any county in the South. Thousands of acres have been properly terraced and drained, and yearly much progress is made in this direction. The use of explosives has been introduced to help in digging ditches.

## Increasing Cotton Yield

Prior to 1915, no county in the State ever came closer than 3,000 bales of having Dallas County's cotton crop. Since the advent of the boll weevil, the trend with this crop has been to the Tennessee Valley in the northern part of the

State. However, in 1930, 100,000 Dallas County acres produced 38,000 bales. Many other crops have grown in importance. The county is consistently shipping more than 1,000 cars of hay each year. One year 1,300 cars were shipped from Marion Junction, which is the largest shipping point for Johnson grass hay east of the Mississippi River.

In 1911 there were three small dairy herds selling milk at retail in Selma. One milk station in 1930 paid to 49 shippers \$160,000 for dairy products, which was one-tenth of the value of the cotton crop. Three other milk plants and other outlets for dairy products contributed their multiple thousands to the economic welfare of the county. The first creamery in the South was started in Selma in 1914 with a capitalization of \$2,500.

## Beef Cattle

During this period the beef cattle industry started and has grown until in 1930 the Selma Stock Yards sold \$396,000 worth of cattle for stockmen in this section. The county is third in the State in milk, and second in beef cattle. Hogs are sold cooperatively at 10 sales per year. Ninety per cent of the county's hogs are sold at these sales.

The rapid growth of the livestock industry has been made possible by the elimination of the cattle tick. This was done in cooperation with the State veterinarian, and the United States Department of Agriculture. During recent years the county is listed as being entirely free of bovine tuberculosis. A recent test has been made of every animal in the county.

The sheep industry has grown until 1,000 lambs are sold yearly. There were no commercial poultry flocks in the county in 1911. To-day carloads of live and dressed poultry go to the large markets of the country. Five cars of turkeys are sold cooperatively each fall to the holiday trade.

## Pecan Industry

Twenty years ago there were relatively few pecan trees in the county. To-day this industry is of major importance, the county being third in the State. Under the leadership of Mr. Blake the growers largely market the nuts cooperatively. One of the first fire and forestry marshals of the State was located in Dallas County.

This period of years has seen many changes in the use of farm machinery. One farmer now runs twenty-three 2-horse

cultivators. Several combines cut and thresh oats simultaneously. A hay-curing plant has been built to remove the weather hazards from the hay crop.

With the backing of the civic organizations of Selma, 4-H club work has become an influence strongly felt. Many of the earlier club members are among the best farmers of the county to-day.

Eight years ago the Dallas County Farm Bureau was organized and has grown until in 1930 it did business in excess of half a million dollars, and 7,500 bales of cotton were pooled.

## Farm Leadership

Mr. Blake says that the success of the Dallas County Farm Bureau is due to its policy of adhering strictly to farm leadership, and the fact that no one man or group of men control its affairs. Eighty per cent of the white farmers of the county are members.

Due to the interest of the farmers of the county for more knowledge about their problems, the board of revenues in 1929 appropriated \$44,000 to buy 1,115 acres of land for the Black Belt subexperiment station. This land was given to the Alabama Polytechnic Institute for this purpose and is now under the direction of K. G. Baker.

Mr. Blake was born and reared in Alabama. In 1911 he took up the duties of county agent of Dallas County, being one of the first agents in the State. By 1916 the work had grown to such an extent that an assistant was necessary. Since that time five men have served in that capacity. It is interesting to note that each of them is still in county agent work. He has served as director of the National Pecan Growers Exchange and is now on the finance committee of the National Pecan Marketing Association. He is county agent representative for the third Alabama district. Almost every civic group in Selma and Dallas County has him among their advisers.

Since coming to this county many changes have taken place. Good roads connect farm with market. Automobiles lessen the isolation of the farmer. Consolidated schools train the rural children. Seventy-five per cent of the homes of white landowners are equipped with electric lights, running water, and screens. A network of rural telephone lines connects all communities. These many improvements were made possible by the economic advancement of the people, and the work of the county agent has made a material contribution to this advancement.



# A Paid Farm Management Service

F. W. PECK

Director, Minnesota Extension Service

IT HAS likely been the dream of every farm-management specialist, either in extension, teaching, or research work, to sometime, somehow, develop an advisory farm-management service, supported entirely by fees from farmers and farm owners as a distinctive farm-management service.

The writer can vividly recall discussing with such early farm-management men as Dr. W. J. Spillman, W. F. Hand-schin, E. C. Parker, Thomas Cooper, and Andrew Boss, rather definite organization plans for the setting up of such a service. In this instance, and in perhaps others of more recent times, the plans did not mature above the discussion stage.

However, there have been a number of attempts to develop this type of advisory service on the fee basis, and some of them have developed into successful service organizations. There is the Doane Service with headquarters at St. Louis, which has developed an enviable reputation in this field of work. A few years ago the Edgar Smith Farm Management Service agency in New York City was in active operation in providing advice and counsel along farm-management lines, but the writer is not familiar with the present status of this organization. Doubtless there are a number of others in active operation, wholly on the commercial basis of offering a service which land owners and operators support through payment for services received.

In more recent years, initiated in the Central West by the Illinois College of Agriculture, there has developed a cooperative plan between the colleges and groups of farmers to combine research, extension, and an advisory paid service into a definitely organized type of farm management investigational project.

## *Group Organized in Minnesota*

In one area in Minnesota about 200 farmers have been organized into a farm-management group, in which each farmer contributes \$16 annually toward the support of the service. Under the direction of the research department in farm management at the experimental station systematic records are kept by each farmer covering his farm business operations, and with the cooperation of the agricultural extension service each farmer is offered assistance in the organization and adjustments of his farm business. The contributions from the

cooperating farmers provide somewhat less than half of the total cost of the service, and the balance of the required budget for conducting the work is provided from public funds. In other States, I understand, there is a graduated basis of farm payments, dependent upon the size of business and the number of farms included in the group organization.

The development of this type of farm-management effort, combining the investigational, extension, and private-service phases, has succeeded in bringing the local extension agent and the farm-management extension specialist into the active plans of organization and operation of the farm business of the individual farmer. It is apparent that the extension values have been greatly enhanced by this plan of organization and operation, with the result that the extension agents in the counties in which the farms are located, have, at first hand, localized information, carefully procured and properly interpreted for extension use in the county. Cost of production data, farm organization plans, interpreted results as to size of business, quality of livestock, efficiency of labor and other factors represent valuable types of extension information that lend themselves to wide application on most farms in the counties included in the project.

## *Service to Continue*

Unless rural economic conditions continue for some time in their present depressed state or grow considerably worse, it would appear that this type of farm-management service would continue indefinitely. It is true that the present returns from farm operations are not conducive to an expenditure of money for any outside service, particularly in those types of farming in which the principal sources of income now have extremely low prices and low purchasing power. But on the other hand, farmers experienced in using the results of these farm-management studies are apparently eager to adopt any practical plans that promise to lower their cost of production and permit larger net returns from their farm operations. Furthermore, each farmer feels much freer to adopt suggestions when he has paid for them directly and when he has been an active participant in the organized plan for studying the economic phases of his own farm business.

The continuance of this type of service and the success of the entire plan rests primarily upon three factors:

First, the manner in which the project is outlined, organized, and put into operation by experienced personnel in charge of the project.

Second, the interpretation of the data and their translation into a form that will permit their most valuable use by the farmers who pay for the service.

Third, the extent to which extension agencies use the results of such studies in applying the practical interpretations to farms in similar types of farming areas.

## Club Round-Up

Forty-three 4-H State champion club members of Wyoming and Colorado participated in the activities of the annual National Western 4-H Club Round-Up held at the National Western Stock Show, Denver, Colo., January 16 to 23. Team demonstrations, judging contests, and educational tours were the important events of the week. Outstanding livestock men and educators talked to the club members at mealtime.

Boys and girls from Wyoming, Kansas, Nebraska, and Colorado exhibited livestock. There were 243 head of fat steers exhibited, but the sifting committee allowed only 166 head to pass through the show ring. The 4-H club department is desirous of building up a quality department. At the 1932 show, breed classification was introduced for the first time. Ichio Matsutani, a little Japanese boy of Paxton, Nebr., was awarded the grand championship of the club class on his Hereford steer. The reserve championship went to Janet Welty of Berthoud, Colo., on her Angus steer.

Sixty-seven head of fat burrows were exhibited by 4-H club members in the swine department. In the dressed burrow contest in the open class, a 4-H club boy, Leo Florian of Washington County, Colo., exhibited the champion carcass.

MORE than 200 exhibitors entered 485 dozen eggs and 1,750 baby chicks in the baby-chick and egg show in Concord, N. H., recently. Proud of their success, 10 poultry men displayed their sweepstakes cups in store windows in several cities of the State.



# Carrying Out A Poultry Program



J. C. Leedy

PLANNING effective county agent work is one thing and getting it done is another. In Douglas County, Oreg., according to W. L. Teutsch, assistant county agent leader, is found an excellent example of how a county agent,

by organizing the forces of the community behind a particular movement, can speed up the agricultural development of that county.

At the beginning of the year 1930, a survey made by County Agent Leedy disclosed that there were 90,000 hens in commercial flocks in the county. By fall, careful estimates indicated that there were 150,000 hens in commercial flocks. In 1931 there were eight growers having 2,000 or more laying hens. At the beginning of the year, the Pacific Cooperative Poultry Producers' Association had 170 members in Douglas County owning 80,000 hens. At the close of the year this membership had increased to 232 owning approximately 100,000 hens, and in November, 1931, there were 266 members owning 110,000 hens.

## Turkey Show

The Northwest Turkey Show was inaugurated in 1930 with 283 birds exhibited from Oregon, Idaho, and California, and last year 354 turkeys were shown representing nine counties in Oregon and sections of Idaho and California. This is the only exclusive turkey show held on the Pacific coast. Both years the grand championship prize was awarded to a Douglas County breeder. Through the inauguration of Government inspection and grading of turkeys and educational work among growers as to grade requirements, substantial progress was made in increasing the quality of turkeys marketed. A survey taken in the spring of 1931 also indicated a 10 per cent increase in turkeys.

Arrangements were completed whereby Douglas County Turkey Growers and members of the Oregon Turkey Growers became affiliated with the Northwest Turkey Growers, a regional federation of turkey-marketing cooperatives in eight Western States organized in accordance with the Federal Farm Board program.

## Objectives

On December 1, 1929, the special poultry project for Douglas County was or-

ganized. The objectives set forth in this project provided that through educational meetings, local demonstrations, news items, and advertising matter the size of the poultry business in Douglas County should be doubled.

To reach this goal it was planned to work on an intensive poultry program over a period of three years.

## Information Distributed

An informational campaign setting forth the reasons why the poultry business should be expanded in Douglas County was inaugurated at the outset. A circular letter was sent by Agent Leedy to 400 commercial flock owners urging them to expand their units. Prizes were given to the commercial poultry man having the largest percentage increase in size of flocks, the largest increase in total number of hens, the largest flock joining the Pacific Cooperative Poultry Producers during the year, to the beginner who raised the largest percentage of baby chicks purchased as well as to the veteran poultry man who raised the largest percentage of baby chicks, and to the poultry man having the highest production per hen. This contest, needless to say, has an important effect in stimulating interest in commercial egg production.

With the cooperation of the extension poultry man, a series of six poultry disease and management meetings was conducted attended by 317 and a 2-day poultry school was attended by 249 poultry men. At six poultry culling demonstrations 1,935 hens were handled. Two county-wide poultry picnics were held attended by 250. The county agent with

18 poultry men attended the State poultry convention at Corvallis. The county agent and seven poultry men attended the fowl-pox vaccination school, took the examination, and qualified to receive permits for using the virus for fowl-pox vaccination.

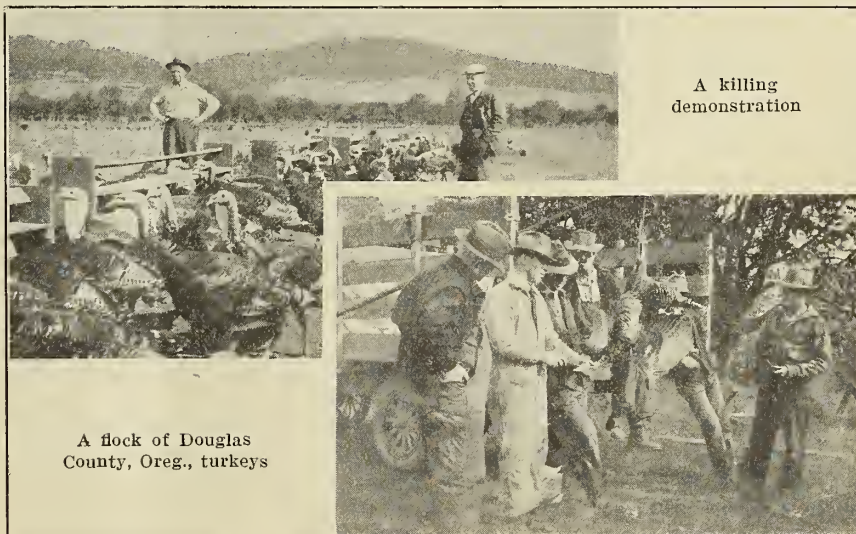
Six hundred bulletins dealing with the various phases of the turkey and chicken business were distributed to growers of the county in 1930 and 500 in 1931. One thousand circulars dealing with alfalfa growing were mailed out to poultry and turkey growers. Large numbers of both commercial egg producers and turkey growers are now planting small tracts of alfalfa to use as green feed.

## Breeders' Association Organized

With the support of local turkey breeders, the Oregon Certified Breeders Association was formed in November, 1931. As a result of the turkey tattoo demonstrations 127 county growers have registered their brands with the State veterinarian and wing tattooed their birds. Killing and dressing demonstrations were conducted with an attendance of 208 growers, the first year of the poultry project and 195 last year. One hundred and thirty growers attended the grading school held in November and 60 persons took the examination to qualify as graders.

County Agent Leedy, in order to gain accurate knowledge of the cost of producing turkeys in Douglas County, inaugurated a cost of production study among 37 turkey growers.

This study, he believes, will be of invaluable assistance in the further promotion of the turkey industry in the county.





# A Home-Demonstration Program Carries On



Florence P. Elliott

VALLEY COUNTY, MONT., farm women have found that the extension service is not just a fairweather friend. Here, where the drought hit particularly hard in 1931, Florence P. Elliott, home demonstration agent, has demonstrated the flexibility

of the extension program and that when fundamentals are right, extension interest, extension support, and results are not all dependent on economic conditions or the size of the crop.

The total membership in home-demonstration clubs in Valley County, through which Miss Elliott's work is largely carried on, increased from 244 in 1928 to 508 in 1931, and actually gained 109 last year over the year before. The number of clubs in the different agricultural communities of the county increased from 14 in 1928 to 21 in 1930 and to 25 in 1931. All the 14 clubs that were started in 1928 were functioning in 1931, and eight of them gained in membership.

Why did nearly 30 per cent more women take an active part in extension work in 1931 than in 1930 in this county? Certainly it was not only because home-demonstration clubs are a source of help in difficult times, for before any signs of serious difficulty were apparent the year's work was under way. By the time hot winds from cloudless skies had seared the crops the work of the year was well along, nor did the enthusiasm or interest lag after it became apparent that 1931 would go down as one of the poorest crop years on record in the county.

The answer to the question seems to lie not in such things as weather, crops, dollars and cents, or good times, or poor times. The farm women of Valley County appear to want home demonstration clubs and the assistance of the home demonstration agent because of what they can obtain from them. They believe that health, comfort, and happiness are closely related to food, clothing, and the operations involved in the conduct and management of a home. The 1930 census showed 1,748 farms in Valley County. In 1931, more than 500 farm women there were members of home demonstration groups, earnestly and actively taking part in their programs. This shows that home demonstration work was serving directly a very substantial number of the farm homes of the county.

It may be well to point out, too, that the work with farm girls under the 4-H club program showed progress in 1931 as substantial as that with the farm women of the county. The enrollment in home economics 4-H clubs increased from 179 in 1930 to 210 in 1931 and the number of clubs from 16 to 19.

What did these women and girls and their organizations do? Well, they held meetings to discuss and demonstrate how to plan meals for the farm family. They worked on the labor and time-saving idea of 1-dish meals, placing stress on economy, nutritive requirements, and attractiveness. They studied the big subject of diets and such things as vitamins and minerals with the idea of using the means at hand to prevent and correct common deficiencies.

## Clothing

Turning to clothing they started the year, prophetically or otherwise, with a series of meetings on the care and repair of clothing. Before the year was over they applied their newly acquired knowledge to the task of making the available clothing supply last through the winter, materially aiding their own families and their neighbors to meet the emergencies caused by the drought. Some of the subjects to which club meetings were devoted and which were later followed up in the home were home methods of dry cleaning, dyeing, laundering, folding, storage, darning, pressing, and clothes-closet construction. The 215 women engaged in these activities reported saving more than \$3,000 as a result of the clothing project alone.

The work of the clubs on farmstead improvement and beautification had poor results because of the drought, but there were five meetings held on this subject, and 11 planting plans were drawn up for different farm homes. The well-organized school nutrition program started in 1930, in which 36 teachers signed up to carry on nutrition work among school children, was continued in the spring of 1931 under the direction of a newly appointed school nurse.

## Recreation

Three county-wide picnics were planned. One had to be called off because of rain. Nearly 400 attended the two that were held, and others attended picnics in adjoining counties. Good music, as part of a county program on music appreciation, had a place in every adult and 4-H club meeting; and singing

and folk dancing were customary forms of entertainment at most meetings. One of the most successful 4-H club camps ever held in the county with 225 club members attending the 3-day session of fun and instruction, featured the summer's activities.

Here, skimming the surface, is a picture of home demonstration work in Valley County, Mont., in the drought year, 1931. Was it worth while? Perhaps one answer to that question is that the 500 or more farm women enrolled in home demonstration clubs traveled an average distance of more than 10 miles going to and coming from their club meetings to obtain the information and instruction that they felt they needed. Perhaps an answer is found in the fact that in spite of the great need for budget paring in all local government affairs, the Valley County commissioners have approved continuation of the work for another 3-year period.

## Girls Study Clothing

Fifteen hundred 4-H club girls in the State of Vermont are engaged in clothing work. A program covering seven years of work for these girls has just been arranged by Martha Leighton, assistant State club leader.

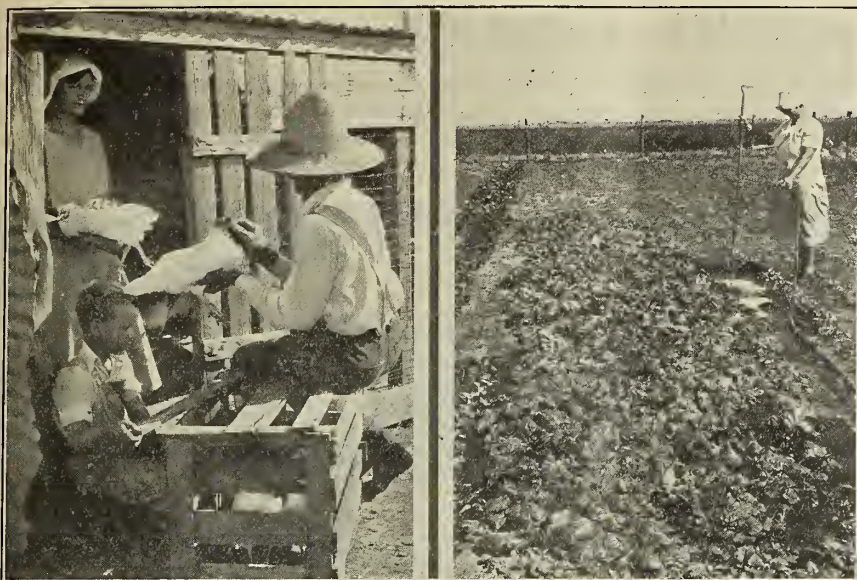
The first year's work is in the nature of home service, making of articles, care of clothes, and improvement of health. The work for the second year follows the same order under an advanced program. The third year marks another advance with emphasis on work connected with school life, then follow programs designed for four years of even more progressive work, entitled, "The Thrifty Maid," "At Home or Abroad," "4-H Club Outfit," and "Little Tots."

This plan for seven years of clothing club work provides an opportunity for membership by the older group of girls in whom the whole extension staff is interested in reaching. The plan does not imply that club girls will take the whole seven years but does provide, however, work of interest to many different types of club girls.

THE Brentwood Home Demonstration Club, Davidson County, Tenn., has planted 100 elm trees as part of its program in observation of the Washington Bicentennial, states Bama Finger, home demonstration agent.



## Texas Lives at Home



Culling the farm flock in Texas as a part of the live-at-home program and a Texas home garden which helped to make the 45 per cent increase in gardens

**“WITH THE IDEA** of living at home in mind, Texas farm and home demonstration agents have helped Texas farmers to increase farm gardens 45 per cent in 1931 over 1930, to more than treble the amount of canning, and to extend the home production of meat to 75 per cent of the farms. At the same time they have helped develop beautiful homes and to build up supplementary cash incomes from poultry, dairying, and various home industries,” states W. H. Darrow, editor, Texas Extension Service, in describing results in Texas. He characterizes the purpose of the Texas program as follows:

The half million farm families in Texas, if properly fed, will eat each year the entire gross proceeds from a 5,000,000-bale cotton crop at 10 cents per

pound. Each farmer's own back door represents a steady market for \$610 worth of food per year, of which \$547 worth can easily be produced at home from a quarter-acre garden, a half-acre orchard, two milch cows, 60 pullets, and a few meat animals.

But this is only half the farm home market, for another quarter-billion dollars is in store if all the 500,000 farm families supply the comforts, conveniences, and beauty that can be brought to the home without cash, for only the expenditure of labor and ingenuity. Cheery living rooms, convenient kitchens, beautiful yards, and becoming clothes are as much a part of living at home as an ample food supply, say these extension service folks.

## Presenting Economic Information

The first two days of the annual agents' conference at Stillwater, Okla., were devoted to the economic situation. The outlook on the price of the various commodities was reviewed from charts and explained by lectures. Teague Fisher, county agent for Washita County, summarized the suggestions on presenting economic information that were given. He says, “It was suggested that each agent should make a complete analysis of the economic trends of the agriculture of his county. This analysis should be the guide to the extension projects undertaken. Do not advocate any project that the income of the farmer does not justify. Know the reasons for the eco-

nomic trends. Be able to list the products shipped out of the county and where shipped. Be able to list the products shipped into the county and from where they are shipped. Know whether the products shipped out could be processed within the county to the advantage of the farmer and whether or not the products shipped into the county could be produced within the county to the advantage of the farmer. Extension agents should interpret the economic situation on the following basis:

1. When prices are going up increase production.
2. When prices are going down cut expense.

3. The big loss to the farmer is stocking up when prices are high and selling out when prices are low.
4. Economic principles to observe when prices are going down:
  - (a) Watch investments.
  - (b) Avoid unnecessary expense.
  - (c) Produce living at home.
  - (d) Market products through livestock.
  - (e) Get products near consumer.
  - (f) Produce high-quality products.
  - (g) Produce concentrated products if far from market or products that are in demand if close.
5. Farm records should be kept that a greater net income may result from the farm operations as a whole.
6. Efficiency in production and marketing on each farm must be observed.
7. The net income from each farm enterprise and from the farm as a whole must be taken into consideration if the farm is to be successfully operated.

Here are some suggestions and cautions to bear in mind in presenting economic information:

1. Give information. Do not offer advice.
2. Economics is not an exact science.
3. Steps to take: Collect information. Get it to the farmers. Teach them how to use it. Study methods of approach and the proper use of lectures, pictures, and charts.
4. In using charts:
  - (a) Do not display charts until you are ready to present them.
  - (b) Show only one at a time.
  - (c) Face the audience. Speak to them, not to the charts.
  - (d) Know your charts. Do not read them.
  - (e) Use a pointer.
  - (f) Make sure that the charts can be seen.
  - (g) Have charts arranged in order in which you want them.
  - (h) Make comparisons.
  - (i) Know the scale, the time, and the unit of the charts.
5. Aim to get farmers to use the information.



# Extension Results in Obtaining Healthy Chicks

Recently two accounts of successful extension work with poultry men on the healthy-chick project have come to the editor of the REVIEW. These two counties, one in New Jersey and one in Indiana, are both poultry counties and both feel this is one of the best extension projects in the county. A comparison of the work in the two States gives an interesting example of how a fundamentally sound plan can be adapted to meet local conditions.

**P**ARTICIPATING in a state-wide poultry extension project, known as the Wage War on Worms and Disease campaign, County Agent Dwight Babbitt and his assistant, Francis Raymaley report excellent results for 1931 in the production of physically fit pullets in Cumberland County, N. J. Feeling that the most important factor leading to successful poultry keeping lies in the poultry man's ability to raise healthy pullets able to produce economically, these agents have endeavored to inform the 80 per cent of the farmers in the county who depend on poultry as a principal or minor source of income. That poultry forms an important phase of the county's agricultural program may be judged by the fact that the 1930 census estimates that 656,800 chickens valued at \$1,250,000 are kept on the various farms.



Screened manure sheds being used by Cumberland County poultry men as a result of the sanitation campaign

## Seven Points

Seven fundamental health practices formed the basis of the campaign. These were as follows:

1. Hatch early—before May 15.
2. Keep the brooder house clean.
3. Provide clean range.
4. Keep old and young stock separated.
5. Build a fly-screened manure shed for the storage of poultry droppings.
6. Wire the dropping boards with 1½-inch-mesh wire of 16 gage.
7. Clean the dropping boards daily during fly season.

In an attempt to enroll poultry men in the campaign, two letters were sent to the entire mailing list of 1,616 starting on March 14, 1931. As a result, 154 poultry men pledged their active support of the campaign. At various times throughout the rearing season a series of six timely tips was sent to each of those enrolled. In addition, a total of

15 news articles dealing with the campaign were published in the county newspapers. One of the features of the year's activities was a tour of the farms of six cooperators in August to observe the practical application of the recommendations. Sixty poultry men participated in this activity. In attempting to obtain a summary of the season's results, two circular letters were sent to the pledged cooperators and a general circular letter was sent to the entire poultry mailing list. To those letters 130 poultry men replied, giving the results of their experience. The tabulated results appear in the following table, and may be taken as a testimonial to the efforts of the county workers. In addition, there is left the feeling that they have had an appreciable part in assisting poultry men in their county to more successfully meet the challenge which faces every successful poultry enterprise, namely, that of healthy pullet production.

## Results of campaign

Number of cooperators pledged.....	185
Number of chicks pledged.....	195,044
Reports received.....	130
Reports used.....	100
Chicks reported.....	127,937
Chicks lost during season.....	17,406
Per cent mortality.....	13.3
Number of good pullets housed.....	47,504
Number of cooperators vaccinating pullets..	47
All seven points followed:	
Number of chicks.....	41,120
Mortality.....	3,028
Per cent.....	7.3
Good pullets.....	17,402
Per cent.....	42.3
Seven points except: Screened manure shed, wired boards, daily cleaning of boards:	
Number of chicks.....	76,906
Mortality.....	10,995
Per cent.....	14.3
Good pullets.....	27,775
Per cent.....	36.1
Seven points except: Clean brooder, clean range, old and young stock separated:	
Number of chicks.....	9,911
Mortality.....	3,023
Per cent.....	30.5
Good pullets.....	2,327
Per cent.....	23.5



FOR TWO YEARS, the "Grow healthy chicks" campaign has been conducted in Sullivan County, Ind., and County Agent M. K. Derrick says, "There has never been any project which has given me more enthusiasm to work hard and provided more real satisfaction than this one." Last year more than \$3,000 was saved by farmers and poultry men of the county in the decreased mortality of baby chicks before they were 20 weeks of age. Completed reports included data on 65,000 baby chicks. The average decrease in mortality obtained by the cooperators who followed the recommended practices was 16 per cent. In addition, probably 600 farmers have adopted sanitary practices for the control of diseases and parasites common to young chickens. The full value of this campaign is difficult to measure.

#### Survey Made

Before beginning work on the project, a survey of the poultry situation was made which showed that one-third of the 750,000 baby chicks started each spring died before 12 weeks of age. In addition later losses were caused by retarded growth, slow maturity, parasite infestation, and lack of vitality. One purpose of the "Grow healthy chick" campaign was to enable poultry men to procure the desired number of early maturing, vigorous pullets with the least possible cost of production. The six points advocated were clean chicks, clean house, clean ground, clean litter, clean feed, and clean management. The goal which was to interest 250 farmers in the sanitation program was greatly exceeded.

One of the gratifying things about this campaign has been the effective organization of local leaders in a county poultry committee composed of two representatives from each township. The members of the committee helped in making the survey and then met to decide on a program which would meet the local needs. They secured enrollments, selected places for demonstration meetings, and advertised the poultry schools. Every community in the county took part with from 10 to 48 cooperators in each township.

The campaign began with the survey in January and was completed with a poultry school in September. Seasonal work was necessary in each of the intervening months such as chick brooding meetings, pullet demonstration meetings, and personal visits. Fifteen circular letters were sent out and 16 news articles prepared.

#### Six Counties Have Campaign

This campaign has been carried on in six counties in Indiana and is working

## County Agent Uses Market Bureau

THE MARKET BUREAU as developed in Clarendon County, S. C., has been of tremendous help to him, as county agent, in putting on a constructive program and has won its way with his farmers, declares F. M. Rast. Up until its organization, there were only two products for which the farmer was assured of the correct market price—cotton and tobacco. Since then, the farmer has been able to get the correct market price of many agricultural products, such as hogs, poultry, peas, corn, and hay. Many new agricultural products have been developed, such as sweet potatoes, hogs, string beans, and potatoes, by giving assurance to the farmer that these products would be taken care of at market prices when produced. In 1931 the county grew and shipped \$37,547.66 worth of hogs, shipped approximately 35 cars of sweetpotatoes, about 20 cars of string beans and potatoes, and produced a surplus of such crops as corn, hay, peas, and oats. The organization now handles approximately \$100,000 worth of these surpluses.

#### Organization of Market Bureau

The market bureau was established in the fall of 1923, shortly after County Agent Rast came to Clarendon County. He describes the organization as follows:

I secured the interest of a number of influential business men of Manning in trying to improve our local markets for our farmers. We are strictly an agricultural county, with no industries or large towns to offer inducements for sale of farm produce, and I realized that this market would have to be built on outside buying, necessitating an organization for shipping these products to the markets. The business men raised \$930 as a revolving fund, rented a down-town office, and employed a secretary, with the provision that I give the organization, called the Clarendon County Market Bureau, close supervision until it could be worked up to pay its own way.

A board of nine directors was elected for a term of three years each, three directors retiring each year, and after expiration of his term no director is eligible for reelection for one year. The organization now requires the services of three full-time employees—a manager of shipping, a secretary, and a general serv-

ice man. I wish to emphasize the fact that the organization is no stock company, never has been, and never will be, and does not pay dividends to original contributors. Sufficient commissions are charged to operate practically at cost, which has ranged from 1 to 4 per cent during the past, depending on the class of farm produce handled.

I find the market bureau a great help to me in trying out new projects. Many new crops have been tried, and many have failed, but some have become established, such as hog raising, sweet-potato production, and several truck crops. But perhaps the greatest benefit derived from this organization is the fact that we are now raising plenty of corn, oats, peas, and hay to make us a more self-sustaining people.

Our organization, wherever possible, affiliates with existing cooperatives of the State, acting as local representatives of these organizations in assembling, grading, and loading produce. It acts as the county representative of the Carolinas Sweetpotato Association, Carolinas Cooperative Consolidated, and State poultry-shipping association.

The organization, by careful management, has been able to create a surplus, which has been used, with the consent of the directors, in purchasing an office building and warehouse. The office building, known as the Clarendon County Community Home, supplies offices for the home agent, county agent, local veterinarian, county nurse, and the market bureau. The warehouse is used for the storage of surpluses until they can be sold.

FIFTEEN farmers in Saunders County, Nebr., celebrated the tenth birthday of the Saunders County Cooperative Bull Association the first day of March, according to County Agent R. N. Houser.

During the 10-year period the membership of the association has varied from 15 to 24 men. They have had four or five rings or blocks operating all the time. They have used 13 herd sires, exchanging them every two years between the blocks. At the annual meeting the members estimated that 800 daughters of the 13 bulls are still on farms of the county. The men also estimated that the production of the daughters would average 50 pounds of butterfat per year higher than the production of the dams.

into the complete poultry extension program satisfactorily. It has supplied some data for state-wide publicity and has been a factor in developing interest in the proper method of testing adult birds for pullorum disease. Data collected show that where all practices were followed there was 8 per cent mortality and where all but the "Clean chicks" practices were followed there was a loss

of 15 per cent. Another group of flock owners followed all of the points except "Clean chicks and clean ground" and lost 26 per cent.

This type of project requires a large amount of the agent's time and in Indiana has been found advisable for him to have not more than one other major project planned for the spring season.





**T**HIS UNIQUE 4-H club of Woodland, Utah, are all members of the Winterton family. Wherever there is a livestock show of importance in the West, the Wintertons are there with prize animals. They won the lion's share of prizes this year at the fourth annual junior livestock and baby-beef show at San Francisco and at the Utah State fair won all the prizes in the 4-H baby-beef class. Mr. and Mrs. Winterton accompanied the 5 children club members and 15 winning white-faced baby beeves to San Francisco this year and made it a great old club and family excursion.

## Producers Operate Egg Auction

**B**UCKS COUNTY, PA., poultry men have been selling their eggs through their own auction organization since July 13, 1931. The sales are held on Monday and Thursday afternoons in Doylestown, the county seat, about 30 miles from Philadelphia and less than 100 miles from New York City.

Previous to the formation of the Bucks County Producers' Cooperative Association, which conducts the auctions, the eggs were either sold to hucksters, who gathered them at the door, or shipped directly to buyers in the near-by cities. The majority of the hucksters operating in this county spent one or two days a week gathering eggs and the remainder of their time retailing them to city or suburban customers. This type of huckster welcomed the formation of any organization which would enable him to obtain with minimum effort the quality and quantity of eggs required for his trade. This organization also provided a means whereby the producer could be paid according to the quality of eggs produced.

The county agent, W. F. Greenawalt, assisted with the organization of the cooperative, set up a bookkeeping system, and gave the producers instructions in the production, grading, and packing of quality eggs. Closely cooperating with

County Agent Greenawalt were Henry N. Reist, State marketing specialist, and Carl O. Dossin, State poultry specialist.

The capital needed to start the auction was raised by a \$5 membership fee and a \$10 loan from each of 14 charter members. The producer grades his eggs according to size and color and delivers them to the auction cellar. If several producers live in the same community usually one of them delivers the eggs of the other members for a small charge. The producer is given a receipt for his eggs when they are delivered to the auction cellar. A candler licensed by the Pennsylvania Bureau of Markets inspects 10 eggs out of each filler, a total of 100 eggs out of each case, to determine the grade under which the case is to be sold. He also checks on the weights of the eggs in the case. The eggs are sold under the Pennsylvania State grades.

Broken and rejected eggs are replaced by the cooperative organization, provided the number does not exceed five in a case. The producer must pay for all the replacements whenever they exceed this number.

A large label with the name of the organization, the gross weight of the case, the producer's number, the color of the eggs, the date eggs are sold, and the grade of the eggs in the case is pasted

on one end of the case. The buyers can get all the information they need about the case from this label. All the cases of each grade are stacked together so that the buyers can tell at a glance after entering the cellar the number of cases of each grade to be sold.

### Management of Auction

A licensed auctioneer is in charge of the sale, and the eggs are sold to the highest bidder. Each individual producer's eggs are sold separately, and not more than five cases are sold at any one time. One large flockowner consigns as many as 20 cases to a sale.

The eggs are paid for by cash or certified check before they are moved from the auction cellar. Checks are mailed to the producers the day after each sale.

The sales charge is 40 cents a case, provided the eggs are properly graded to size by the producer. If the inspector must regrade the eggs, an additional charge of 50 cents is made, which runs the total charge to 90 cents a case. The organization has been able to accumulate a small cash surplus from this handling charge and the membership fees.

Costs of operation at present approximate \$120 a week and include salaries for the auction master, candler, helper, auctioneer, and such items as rent, light, heat, telephone, postage, and printing.

Members of the board of directors usually attend and assist without pay in conducting the auctions.

On the first day of selling, the cooperative had 28 paid members. In the fall of 1931, 141 members were selling 450 to 500 cases of eggs a week through their cooperative. The organization has sold more than \$50,000 worth of eggs since it started business.

### Our Cover

A 4-H garden champion from Lee County, Fla., is pictured on our cover page, Mildred Murray, winner of a district 4-H garden contest. Lee County lies in the winter truck-growing section, only about 80 miles from the southern extremity of the State, faces the Gulf of Mexico on the west, and is traversed by the Calloosahatchie River. Fort Myers and other resorts are within its borders. Citrus fruit growing is a major industry. Needless to say, Lee County club members are experts in the all-year garden work.



# The Month's Best News Story

In last September's issue of the REVIEW we ran a story on news writing schools for home demonstration agents as conducted by J. B. Hasselman and Muriel Dundas of the Michigan Extension Service. It looks as if the instruction given at those schools is bearing fruit for this month Agnes Sorenson, home demonstration agent for Kent County, Mich., shows us how news items about local meetings can contribute to extension teaching. First, we have a news item that gives advance notice regarding a series of meetings on child training to be held in the communities of Bostwick Lake and Sparta. We learn from the item (1) what the dates of the meetings are, (2) that they will be held in the afternoons and evenings, (3) what groups of people in the two communities should be most interested in attending, (4) that persons from other communities are welcome, and (5) that the child-training specialist from the Michigan State College will conduct the discussions. Most important, however, is the clear, concise outline given of the phases of child training that are to be considered and discussed at the meetings. The readers of the local paper in which this item appeared learn not only that the meetings are to be held but obtain a clear idea of the matters that will be discussed in case they wish to attend. Incidentally, 2,000 or more people living in other communities of the county learn by reading the item that there is such a thing as a child-training project in the extension program for the county and what its purpose is.

The second news item deals with a local meeting that has been held by members of the Northeast Spencer Willing Workers Club. We learn who was hostess, who presided, and again, of most importance from a teaching standpoint what questions dealing with the problems of the home were brought up and discussed. As written up, this was not just one more meeting but a meeting at which the women of a locality came together and talked about matters of interest and concern to two or three thousand other home makers in the county who read the item in the paper in which it appeared.

Finally, as Exhibit C for Miss Sorenson, we give a news item on a meeting submitted to the local weekly by the reporter of the South Lowell Extension Club. Like the second item, this one tells with whom the club met, who conducted the meeting, what they had to eat, and when and where they were to meet next. It gave, also, like the previous item a clear, concise, one-paragraph summary of the club's main project for the year, namely, to work out problems in household buying. At the meetings of this club, so the reader learns, the members seek to learn where their money goes, how to budget their expenses, how to keep household accounts, and how to buy wisely. Yes, Miss Sorenson is doing a real job at getting home demonstration ideas across to the women of Kent County through news items about meetings that are held as a part of the extension program.

**B**OSTWICK LAKE and Sparta are to be the centers this winter for two different child-training projects sponsored by the Home Economics Extension Service of Kent County. Mrs. Lydia Ann Lynde, child-training specialist of Michigan State College, has been secured to conduct the courses. The meetings at Bostwick Lake are scheduled for October 15, November 18, January 14, March 20, and April 15. The dates for the Sparta meetings are October 14, November 17, January 13, March 19, and April 14.

"Understanding Your Child" is the title of the project to be given at Bostwick Lake. The first meeting will be an evening meeting open to everyone interested and will be a discussion of the place of the parent in the child's life. The plans of the project will be explained at this meeting. Subsequent meetings will be taken up of discussions of heredity and environment and their influence on the child's behavior; the child's

emotions, fear and affection, their effect on behavior, and the possibilities of parental guidance; and a study of the disciplinary needs of the child and methods of discipline. These meetings will be afternoon and evening meetings—the mothers coming in for the afternoon session and the rest of the group coming for potluck supper and the evening meeting.

Fathers, mothers, nurses, teachers, doctors, ministers, and young men and women including high school seniors will find this project applicable to their daily lives and are invited to enroll. Although Bostwick Lake has been chosen as the center, anyone from neighboring communities or townships may join the group.

The Northeast Spencer Willing Workers met with Mrs. John Johnson of Dixon, October 29. The chairman called the meeting to order and the business of the day was dispatched, then the

meeting was turned over to the leaders, Mrs. Walter Steffensen and Mrs. Bernard Norton.

The questions discussed were as follows: (1) Discussion on comparison of home maker with other business people as a financier; (2) items for which money is spent; (3) the classification into needs and wants; (4) the classification according to uses; (5) possible avenues of income; (6) definition for a budget; (7) explaining methods of keeping accounts; (8) the process of planning expenditures; (9) each member was to estimate her food expenditures for a year, also the amount supplied from farm or garden.

After all discussion was finished a lovely luncheon was served by Mrs. Levi Petersen and Mrs. Hiram Bristol. The next meeting is to be with Mrs. Arthur Petersen and Mrs. Ivan Sprague, and Mrs. Howard Rasmussen will serve. There were 2 members absent and 18 present.

Fourteen members of the South Lowell Extension Club met with Mrs. Myrtle Klahn, November 6, with Mrs. Bertha Rittenger and Mrs. Pauline Kilgus as hostesses.

A delicious luncheon of chop suey, rolls, fruit salad, pickled apples, pumpkin pie, and coffee was served at noon.

The meeting was called to order by the chairman, Mrs. Lizzie Wieland. After a short business meeting our leader, Mrs. Agnes Bartlett, and assistant leader, Mrs. Bertha Rittenger, gave very interesting discussions.

The extension project this year is "Problems of the household buyer." This plan is to try to put the home on an economic basis, to have a budget plan in the home and keep accounts, so one has an idea where the money is spent, and to use good common sense when buying, and spend wisely so the whole family will be provided for.

In closing, songs were sung.—Mrs. Harold Rittenger, secretary-treasurer (also club reporter).

**A** HOME PRODUCTS banquet attended by more than 100 farmers and business men aroused a great deal of interest in Sequoyah County, Okla. All food, with the exception of seasoning, was grown in the county and was prepared by the members of the farm women's clubs under the direction of Mrs. Lenna Sawyer, home demonstration agent. 4-H club girls of the county served the banquet.





## Twenty Years of Extension Work

A GROUP of veteran extension workers gathered to celebrate the twentieth anniversary of extension work in Pettis County, Mo. At the extreme right is Sam Jordan, the first county agent who began extension activities 20 years ago. He is now lecturer for the Missouri State Board of Agriculture and lives at Columbia. Second from the right is C. M. Long, second county agent, who left the extension service to join the National Holstein-Fresian Association forces and later to organize the educational bureau of the Blue Valley Creamery Institution. He is now operating the Milk Man's Service Co. in Lafayette, Ind., with his son. William T. Angle was the next agent and left Pettis

County to go with the Producers Livestock Commission Co. of St. Louis and was then made manager of the Kansas City office of that company when it was formed. On the left of the front row is Robert S. Clough, county extension agent of Jackson County, Mo., who has been president of the State County Agent's Association and is now a member of the executive committee of the National Extension Workers' Association. In the rear is E. E. Brasfield, present county extension agent, and Mrs. Claire L. Montgomery, present home demonstration agent. Mrs. Montgomery is past president of the Missouri Home Demonstration Agent's Association.

## Junior Leadership Club Uses Radio

The Marion County, Ind., junior leadership club is holding its monthly meetings on the first Saturday of each month so that the members can get the national 4-H club radio program. They hold the regular business meeting from 10.30 to 11.30 a. m. and listen to the radio program from 11.30 to 12.30, writes Dorothea W. White, an enthusiastic club member who was one of those chosen to represent Indiana at the National Club Camp last summer.

This club also plans to present a gift to the girl making the highest score on the music identification broadcast by the United States Marine Band during the 4-H club radio program of Saturday, July 2. At each meeting these junior leaders

report how many of the girls in their own clubs are listening in on the national radio program.

There are about 40 girls in the club—"a bunch of live wires interested in any new work pertaining to 4-H clubs," says Miss White. They are all junior leaders in the county assisting the adult leaders in club work.

HOME DEMONSTRATION WORK conducted in North Dakota in 1931 reached 16,295 rural women through 460 homemakers' clubs. Of the 16,295 women, 7,788 were members of the clubs, and 8,507 were not members but received indirect assistance through the club groups.

### National 4-H Club Radio Program

Saturday, June 4

How I Won my Trip to Washington. 4-H club boy from Oklahoma.

How I Happened to be Selected for a Delegate to the National 4-H Club Camp. 4-H club girl from Connecticut.

What Our Delegates to the National 4-H Club Camp Have Done. State 4-H leader from Connecticut.

The National 4-H Club Camp This Year. G. E. Farrell, Extension Service, U. S. Department of Agriculture.

National 4-H music achievement test—America's favorite composers.

Semper Fidelis.....	Sousa
At Dawning.....	Cadman
March of the Toys....	Herbert
To a Wild Rose.....	MacDowell
Narcissus.....	Nevin
Song of the Marching Men.....	Hadley

"AGRICULTURAL Explorations in Ceylon, Sumatra, and Java" is a silent motion picture in two reels sponsored by the Bureau of Plant Industry and just released by the Office of Motion Pictures. It shows, in their native surroundings, many of the little-known and interesting tropical fruits and ornamental plants being investigated for possible introduction into the United States.

Activities of department plant explorers, David Fairchild and J. H. Dorsett, in Ceylon, Sumatra, and Java, in connection with the investigations of fruits, such as Bael fruit, Jackfruit, the Nawasa and King coconut, make scenes of interest and informational value. Unusual trees, such as the Palmyra palm and the Cannonball tree, operations in a tropical turpentine forest, and scenes of native life, foods, and industries, also add interest. According to the film, as a result of these explorations many plant species have now been established in Florida, the Canal Zone, and the West Indies.

The film is lent free of charge except for transportation to and from Washington, D. C. Prospective borrowers should apply to the Office of Motion Pictures, Extension Service, U. S. Department of Agriculture, Washington, D. C. Schools, colleges, and interested organizations may purchase prints made from the department's negative at approximately the cost of printing.



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## · ACROSS · THE · EDITOR'S · DESK ·

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### No Trouble To Understand

**H**ELEN JOHNSTON of Alabama speaks on the results of home demonstration work in her State in a language that anyone can understand. In two short sentences she accounts for tangible results from home demonstration work amounting to a cool half million dollars and over. Here they are:

"From October 1, 1930 to October 1, 1931, our 18 farm women's curb markets report total sales to the amount of \$347,652. Sales of poultry products by 7,548 women and girls cooperating with us amounted to \$257,594."

Has any other State or county on tap a statement on the results of home demonstration work as short and convincing as this? I'm listening.

### Are They Overpaid?

**T**HERE'S BEEN considerable discussion as to whether officials of the national commodity cooperative marketing organizations are being too highly paid for their services. Doubtless, the question is being talked over in a good many counties. Here's what Chairman Stone of the Federal Farm Board has to say:

"For cooperative marketing to succeed, the thing most needed is competent and honest management, a management equal to or better than that of the association's competitors in the private trade. The only way a cooperative can get such management is by paying salaries comparable to those offered by private business institutions engaged in the same line and handling a comparable volume of the product. Those who object to farmers marketing their products would like nothing better than for Congress to place large-scale cooperatives in a position where they can not compete for the caliber of men needed to run their business. Certainly such action against agriculture would be thoroughly indefensible unless Congress were prepared to impose similar restrictions on all other beneficiaries of Federal aid. This would mean putting the same provision in the Reconstruction Finance Corporation Act so that banks, railroads, and other borrowers from the \$2,000,000,000 fund could not pay salaries to officers and employees in excess of \$15,000 (a thing which Congress already has refused to do). It would mean that shipbuilders borrowing Government funds for construction purposes could not pay salaries to their officers and employees in excess of \$15,000. It would mean that airplane and shipping companies receiving millions in direct Government subsidies through mail contracts could not pay salaries to officers and employees in excess of \$15,000. It would mean that great industrial concerns receiving tariff protection could not pay salaries to officers and employees in excess of \$15,000. It would mean that newspapers and magazines participating in the ninety-odd million dollar annual subsidy to second-class mail users could not pay salaries to officers and employees in excess of \$15,000."

### It's Proper Seasoning

**A** STORY on adjustments in the home demonstration program in his State came to me recently from John Dexter, Montana's extension editor. In the story, he

touches on the question of how far extension workers are justified in encouraging and assisting with the recreational activities of farm people.

Speaking of the situation in Montana, he says: "Recreation is being recognized as of particular importance at this time and efforts in this field are meeting with unusual response from farm people. Interest in rural community gatherings is stronger now than for many years. Entertainment, amusement, human companionship are in demand, a natural manifestation of the desire of people to get away from, or to be lifted above, their difficulties and troubles."

I showed John's statement to the chief, C. B. Smith. This was his comment, "In our activities we need to stick close to those which relate directly to augmenting the farm income and to making that income go as far as possible in providing necessities and comfort for the farm family. Let's stress the essentials. Recreation is the garnish of the meal. It should be to rural life what salt and pepper are to food—the proper seasoning. We need it in the extension program, but in moderation. Every extension meeting may well include in its program group singing and some form of recreation in proper combination with its instructional features."

### The Work Continues

**S**UCH THINGS as adverse weather, poor crops, dollars and cents, or lack of them, good times or bad times, alone, do not determine extension interest, support, and results. Else, why did nearly 30 per cent more farm women in Valley County, Mont., take an active and uninterrupted part in extension work in the drought year of 1931 than were so engaged in 1930? Also, why in the face of difficult financial conditions, have the county commissioners approved of the continuation of the work for another 3-year period? The answer, Florence P. Elliott, home demonstration agent, thinks lies in the fact that the women of Valley County believe that the health, comfort, and happiness of their families and themselves are closely related to food, clothing, and the operations involved in the conduct and management of the home. They believe, too, it would seem, that home demonstration work is giving them the information and assistance required to corral their share of health, comfort, and happiness. Else, why keep on with home demonstration work?

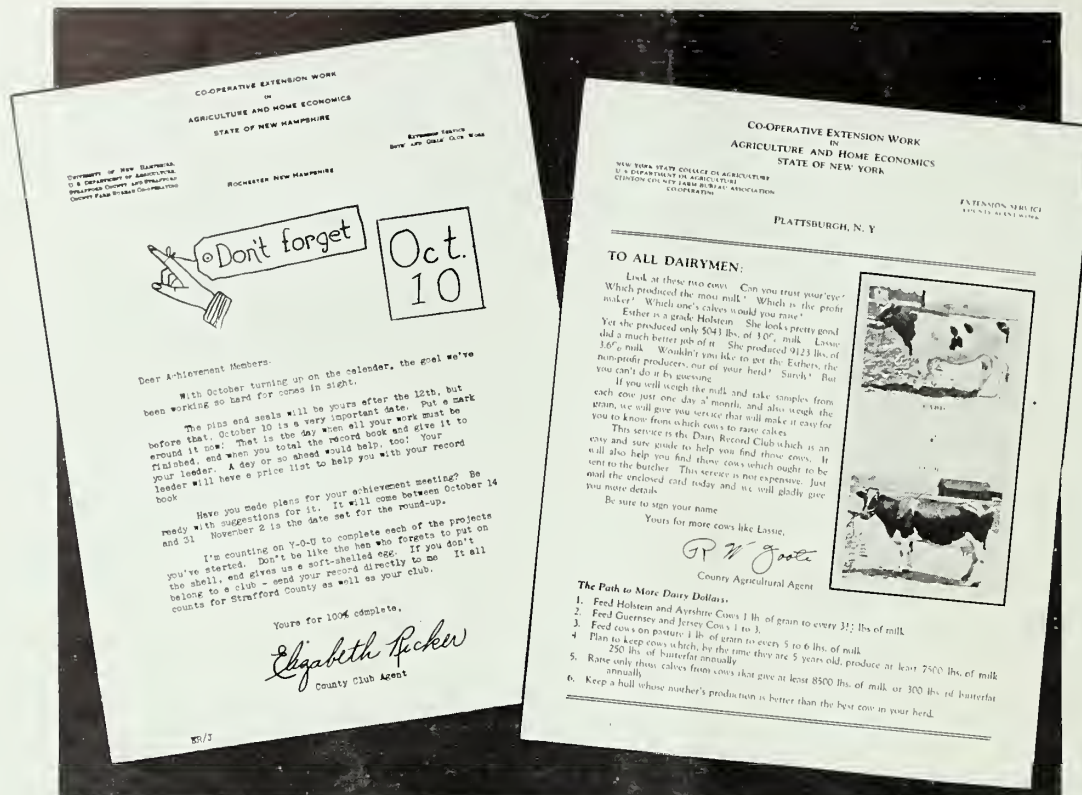
### What Is The Answer?

**B**RADLEY COUNTY, TENN., reports an enrollment of 533 boys in 4-H club work for 1932. This is 103 members more than were enrolled in the county in 1931. "Yet," says Assistant County Agent E. H. Swingle, "Bradley County held no fair last year and no prizes were awarded to club boys for the excellent work they did. We thought that the lack of prizes might result in decreased interest this year. On the contrary, we have the best interest and enrollment we have ever had."

Which raises the question, How essential are prizes to the success of club work? And, again, What are the things offered by the 4-H clubs that attract and hold boys and girls as members?

R. B.





## ILLUSTRATE YOUR CIRCULAR LETTERS

THE effectiveness of the circular letter in influencing the action of farmers and farm women may often be increased through the use of good illustrations. The properly selected illustration not only presents the idea more clearly but makes a more lasting impression than words.

HALF-TONE cuts at the head of a printed letter add much to its attractive appearance. For a mimeographed letter, where the illustration must be cut on a stencil, a simple line drawing is best. Too much detail often results in a ragged, uneven imprint as well as in a confusion of ideas.

THE Office of Cooperative Extension Work, through its division of visual instruction and editorial work, is at the disposal of State extension divisions who wish help in the preparation of illustrations for circular letters. Forward your request through your State director of extension.

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